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250,000 Mastodon Pansies at the Panama-Pacific Exposition, 1915

Wholesale Only

Steele's Pansy Gardens

Originators of Mastodon Pansies

Cable Address: "Pansy"

Since 1893

East 44th and Powell Streets

Portland, Oregon, U. S. A.

E. J. Steele, Manager
M. I. Steele, Secretary

Greetings for Season of 1917

Greetings and the fullest measure of success to each and every one of you.

If you are not a customer of ours, send us an order and we will fill it in a way so that you will be glad to see us when we meet.

Since we grow our own seed, it is perfectly obvious that we cannot escape responsibility for its quality and germinating power. It is therefore up to us to deliver the goods, and you will notice that we make no disclaimers.

THAT IS OUR WAY OF DOING THINGS.

Pardon our self-congratulations, but the 1916 business we did compels us to say that, to the best of our knowledge and belief, we are now doing the largest pansy seed and plant business in America, and so far as we know we have the only exclusive pansy industry in the world.

Starting twenty-four years ago with a bed 4 feet in diameter in our front door yard, you can partly appreciate the pride we feel in our Mastodon Pansies. While we owe our success mainly to the merits of our products, yet we must take off our hats to the host of pleased patrons and boosters who have done so much to make our pansies famous in our own land and far beyond the seas.

STEELE'S PANSY GARDENS, PORTLAND, OREGON, U. S. A.

Wholesale Only

Mastodon is our name for a genuine American strain of Pansies originated by us, and comprising a marvelous number of new shades and varieties, as well as improved types from other lands. All are of excellent form, of the richest colors, and of great size—up to three and seven-eighths inches in diameter. **Mastodon Pansies** represent twenty-four years of special and exclusive cultivation under our personal direction and constant supervision, and large sums expended in securing the finest stock grown by specialists all over the world.

SEEDLINGS TO THE TRADE

Season of 1917-18

Regular price, large size, Mastodon Mixed Private Stock, mostly six to eight leaves, per 500, \$2.75; per 1000, \$5.00; per 2500, \$12.00; per 5000 \$22.50; per 10,000, \$45.00.

A discount of 10% will be made on all shipments made before Nov. 10, 1917. Crop ready Sept. 10. Regular prices after Nov. 10.

SEPARATE COLORS 1917-18

Large size, mostly 6 to 8 leaves, per 500, \$3.25; per 1000, \$6.00. Large orders, write for contract prices. Ten per cent discount on all shipments made before Nov. 10.

We strongly urge placing contract orders for separate colors, as we cannot profitably carry large stocks of same, owing to the limited demand, and because plants soon spoil after reaching shipping size.

METHODS OF PACKING

Except for very short distances all shipments are packed in moss. All of our boxes are specially made to fit shipments, and are of the lightest made, and exactly as we would have them if we paid the charges ourselves. If ordered by parcel post include ample postage and any excess will be promptly returned, or excess plants shipped.

We will appreciate references from our new patrons.

No charge for packing or boxing.

Orders booked with us now will be subject to cash discount as above, subject to shipping conditions, from Sept. 10 to the following Nov. 10. All shipments after Nov. 10 at regular prices. See shipping conditions below. All prices f. o. b. Portland. Those who wish plants PREPAID may add \$1.00 per \$1000 for prepaid charges.

Shipping Conditions

Owing to the great distances we are obliged to cover in shipping seedlings during the early Fall season, often encountering tropical degrees of Summer heat, we have been taught by costly experience that some restriction is necessary in filling orders for seedlings, especially of standard size. Therefore, **before ordering**, kindly note points beyond which we cannot ship during early Fall season.

1. After Sept. 10 seedlings will be billed to points 800 miles or less from this city.
 2. After Oct. 1 seedlings will be billed to San Diego, Calif., and all way points, and east to Omaha and all way points.
 3. After Oct. 15 large size seedlings will be shipped anywhere in the United States.
- All offers made subject to stock being unsold.

STEELE'S PANSY GARDENS, PORTLAND, OREGON, U. S. A.

Wholesale Only



*Mastodon Pansy Seed Made in
Oregon, U. S. A.*

CULTIVATION.

Too much cultivation and preparation of the soil before making your beds for seedlings or re-set plants is impossible. Too little cultivation and preparation is common and almost fatal to any degree of success. Excellent drainage is essential. For re-sets the soil should be broken up to a depth of ten to twelve inches and thoroughly pulverized to a depth of six to eight inches. The ground should be clean and free of all trash and weeds. If soil is deficient in humus, mix in about two inches of well rotted manure.

For re-set plants make your beds four to five feet wide, and line them up so that the paths between the beds will afford drainage. In a rainy climate it's a good plan to raise your beds by making your paths deep. Cover beds with a mulching of dairy yard or stock yard scrapings, or any well rotted, pulverized manure to a depth of about 1½ inches. Set your seedlings deeply, and in rows across the bed seven to eight inches apart, so that you can use the hoe. For marketing purposes set plants 2½ to 3 inches apart in the row. For display beds double space in the row. Don't forget to use the hoe. Never allow top of soil to become packed. After a rain or after watering

beds, use the hoe. Plants get more nourishment from the air than they do from the soil. Keep the pores open. Use the hoe! But don't hoe deep — cultivate surface only. Keep away from shade of trees and buildings as much as possible. Pansies will grow anywhere, but believe us, they are worshippers of the sun.

Our grandest flowers bloom in the open field.

GERMINATING SEED

If your soil is not of the quality of first-class potting soil prepare your bed for sowing as follows: (1) Your ground being perfectly clean and free of weeds and trash, pulverize the soil to a depth of six or more inches. (2) On the level surface spread evenly a layer of pulverized manure, barnyard scrapings preferred, to a depth of at least one inch. (3) Overlay manure with half inch of the best soil you have, thoroughly pulverized. (4) Roll or rake down and tamp surface true and smooth. (5) Use the hose freely and soak down the bed several inches. (6) Sow your seed in drills or broadcast—we sow broadcast. (7) Cover as lightly as possible with your best soil or sand. Sand is best. (8) Use light spray of water to moisten surface. (9) Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use unbleached sheeting, cheapest grade, to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift top of beds with thin layer of barnyard scrapings.

Never allow your beds to become dry. Any dryness after seeds sprout is **absolutely fatal**. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 60 to 75 square feet to sow an ounce of seed. We estimate five to eight thousand plants per ounce. We have reports as high as eleven thousand per ounce. One grower reports 2269 plants from one-eighth ounce.

THE SEED

The growing of Mastodon Pansy seed is a branch of our business that is given our personal attention daily, from the time the plants are selected in bloom—about one of a hundred in the field—to the time when the seed is sealed in the package, so that I know positively the premier quality of every package, and you get exactly the same kind of seed that I sow and grow.

STEELE'S PANSY GARDENS, PORTLAND, OREGON, U. S. A.

Cable Address "Pansy"

Wholesale Only 1917 Crop

Our plan in upbuilding **Mastodon Pansies** is and was to make a careful selection of a small percentage of the plants in the field—the finest, of course—for our seed beds.

Then, to select the plants bearing the largest, most beautiful and most perfect flowers, and gather from these plants the seed we sow to select plants from the coming year. Hence, the name, Private Stock.

E. J. STEELE,
Manager.

THE SEED

The strain originated by us and named Mastodon, includes white and dark center, dark blue center and light blue center, pure white, black, lavender, violet, blue, bronze (new), royal purple (new), rose, cerise red, red with silver rim, mahogany, yellow (new), wine colored, red and gold, lavender and gold, with a dozen or more varieties in each color, in size measuring up to three and seven-eighths inches in diameter.

PRICES, NET

One-sixteenth ounce of any variety, 65c.

	1/8 oz.	1/4 oz.	1/2 oz.	oz.	4 oz.
Steele's Mastodon Mixed.....	\$0.75	\$1.50	\$2.75	\$5.00	\$18.00
Steele's Mastodon Private Stock Mixed.....	1.00	1.75	3.25	6.00	22.00
Steele's Greenhouse Special Mixed.....	1.00	2.00	4.00	8.00	30.00
Steele's Madame Steele, Elk's Purple.....	1.25	2.00			

Steele's Mastodon Greenhouse Special—New; a wonderful collection of rich, velvety shades in great variety and huge in size, with fine long stems. Price as above.

The prices of each of the nine varieties named below is as follows: 1/16 oz., 65c; 1/8 oz., \$1.00; 1/4 oz., \$2.00; 1/2 oz., \$3.75; 1 oz., \$7.00.

Steele's Black Mastodon—New, nearly all jet black; a few very dark purple and all velvety in substance and of immense size. Large black pansies are very rare indeed.

Steele's Bronze Mastodon—New; very large. All the different shades from burnished brass to gold, wonderfully tinged with nearly every color known to pansies. The most popular pansy we have.

Steele's Panama Pacific—New. A huge deep yellow; some with dark centers, some without; 200,000 of them partly surrounded the Palaces of the Panama Pacific Exposition.

Steele's Prince Henry—A splendid dark blue of immense size. The very best in blue.

Steele's Madame Perrett—A beautiful and distinct type with edges of petals frilled—bordered white; colors are dark wine pink and red, beautifully veined.

Steele's Parisian Yellow—A pure yellow of the grandest form and size. A valuable addition to the yellows which are very hard to produce in the larger strains.

Steele's Meteor—A beautiful shade of wine red, a profuse bloomer, a genuine self; fine for borders. One of our favorites.

Steele's Grand Duke Michel (Improved Candi-dissima)—The finest and largest all-white pansy in the world.

Steele's White Mastodon (dark center)—The largest pansies we have ever seen.

A SUGGESTION

The demand for our seed since January 1 has been unprecedented, and we may be unable to fill all orders. In such event we shall be obliged to give cash orders the preference. Following the Golden Rule, we must give all orders with remittance enclosed the right of way.